



BOARD EXECUTIVE COMMITTEE

Wednesday, November 23, 2011

12:45 p.m., Board Room

The following agenda items are listed for Committee consideration. In accordance with the Board Operating Guidelines, no official action of the Board will be taken at this meeting; rather, the Committee's purpose shall be to review the listed items and to consider developing recommendations to the Board of Directors.

A copy of the background materials concerning these agenda items, including any material that may have been submitted less than 72 hours before the meeting, is available for inspection on the District's website (www.ebparks.org), the Headquarters reception desk, and at the meeting.

AGENDA

<u>STATUS</u>	<u>TIME</u>	<u>ITEM</u>	<u>STAFF</u>
(R)	12:45 p.m.	1. Park Advisory Committee Proposed Goals for 2012	Pfuehler
(R)	1:00 p.m.	2. Renewal of Consulting Contract with Strategy Research Institute	Collins
(D)	1:15 p.m.	3. Recommendation to Name the Interpretive Center at Big Break Regional Shoreline the <i>Big Break Regional Science Center</i>	James
		4. Public Comments	

- (R) Recommendation for Future Board Consideration
- (I) Information
- (D) Discussion

Future Meetings

December 22

Executive Committee Members

Beverly Lane, Chair; Carol Severin; Doug Siden
John Sutter, Alternate
Robert Doyle, Staff Coordinator

Distribution/Agenda

District:

Director Ayn Wieskamp
Director Ted Radke
Director Whitney Dotson
AGMs
Carol Victor
Erich Pfuehler
Yolande Barial
Bob Stagnaro
Rick Parmer
Mimi Waluch

Public:

Norman LaForce
Peter Rauch
Rich Guarienti
Mary McAllister
Pat O'Brien (via e-mail)
Bruce Beyaert (via e-mail)
Patricia Vaughan Jones (via e-mail)

Distribution/Full Packet

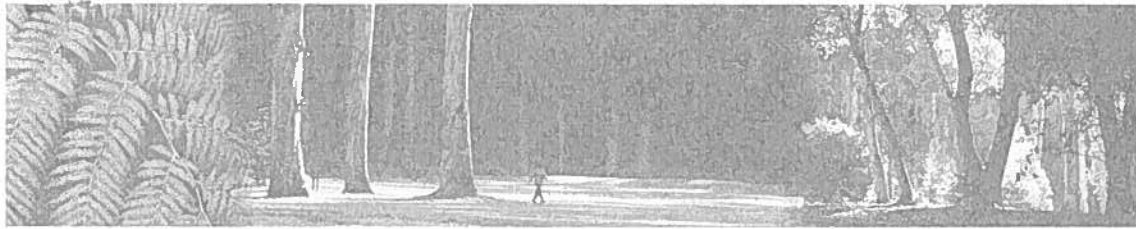
District:

Director Beverly Lane
Director Carol Severin
Director Doug Siden
Director John Sutter
Bob Doyle
Jim O'Connor
Dave Collins
Nancy Wenninger
Larry Tong
Jeff Wilson
Allen Pulido
Dave Kalahahele – Local 2428
Bill Nichols – Local 2428
Tyrone Davis – POA
Lobby/Receptionist

Public:

Project Manager(s):

Erich Pfuehler
Dave Collins
Everett James



DATE: November 2, 2011

TO: Board Executive Committee
FROM: Robert Doyle, General Manager
**STAFF REPORT
PREPARED BY:** Erich Pfuehler, Legislative Affairs Manager
SUBJECT: Background Information for the November 23, 2011
Board Executive Committee Meeting
ITEM I: Park Advisory Committee Proposed Goals for 2012

Erich Pfuehler, Legislative Affairs Manager, and Glenn Kirby, Park Advisory Committee Chair, will make a presentation on this agenda item.

BACKGROUND

At the meeting, Erich Pfuehler and Glenn Kirby will present the Park Advisory Committee's (PAC) proposed 2012 goals. The PAC's ongoing goals, 2011 goals, and proposed 2012 goals are attached as Attachment A.

RECOMMENDATION

Staff and the PAC Executive Committee recommend the Executive Committee forward this item to the full Board for favorable consideration.

Attachment: Park Advisory Committee Goals

PARK ADVISORY COMMITTEE GOALS

**Summary of 2011
and
Proposed for 2012**

**Board Executive Committee
and
PAC Executive Sub-Committee**

November 23, 2011

- I. ONGOING GOALS**
- II. REVIEW OF 2011 GOALS**
- III. PROPOSED 2012 GOALS**

I. ONGOING GOALS

1. Review land use plans or amendments proposed for adoption.
2011 - *Pleasanton Ridge Land Use Plan 1-24-11*
- *Shadow Cliffs Land Use Plan 2-28-11*
- *Alvarado / Wildcat Land Use Plan 4-25-11 & 5-23-11*
- *Brushy Peak Land Use Plan Amendment 9-26-11*
2. Make periodic park field trips to coincide with PAC review of planning documents or other purposes.
2011 - *Garin 5-7-11*
3. Review proposed new Board policies and changes to existing policies to protect natural resources, enhance the natural and urban environment, and ensure that an equitable and diversified system of programs, trails and regional parks is available to meet a variety of community needs.
2011 - *Reservations Process Update 4-25-11*
4. Review proposed names of District facilities as designated by the District Naming Policy.
2011 - *Naming Point Pinole Visitor Center (Jean and Will Siri) 7-25-11*
- *Naming of Big Break Regional Science Center 11-28-11*
5. Coordinate one PAC meeting in the field.
2011 - *BBQ at Kennedy Grove - Fern Cottage 7-25-11*
6. Provide early input and review of the annual Budget, and the Comprehensive Annual Financial Report (CAFR).
2011 - *CAFR Review 7-27-11*
- *Proposed Budget 11-28-11*
7. Review Ordinance 38 for policy issues.
2011 - **NIA**
8. Provide input and actively participate in the Board's efforts to seek funding for the acquisition, development, maintenance and operation of the parks.
2011 - *Measure CC Progress Report 4-25-11*
- *Measure WW Implementation 5-23-11*
9. Recommend policies and programs that foster outreach to under-served communities relating to both park usage and employment opportunities.
2011 - *Community Relations Plan 2-28-11*
- *Interpretive and Community Program Outreach 6-27-11*
10. Review and recommend dedication status of regional parklands and trails.
2011 - *Dedication of Regional Parklands and Trails 1-24-11*
11. Review Trails Use Checklist changes related to Ordinance 38.
2011 - **NIA**
12. Review the Trails Program every year.
2011 - *California Trails and Greenways Conference 3-28-11*
- *Green Transportation Update / Trails Program 10-24-11*
13. Review volunteer program every other year (next due in 2013).
2011 - *Volunteer Program Update 9-26-11*
14. Continue to participate in the District's Ambassador Program as time allows.
2011 - *Some individual actions taken*
15. Review and comment on progress reports on the Americans with Disabilities Act Plan.
2011 - *Interim Policy on Use of Other Power Driven Mobility Devices 10-24-11*
16. Review and comment on a progress report on Measure CC, including geographic allocation of

funds every other year (next due in 2013).

2011 – Measure CC Progress Report 4-25-11

17. Undertake special projects as directed by the Board; the PAC may request referral of special projects from the Board.

2011 – San Francisco PUC Dam Project / Sunol 3-28-11

- Master Plan Process Update 7-25-11

- Master Plan Mission and Vision Revisions 9-26-11

18. Review Special Use Permits.

2011 – Review of District's Process for Special Uses and Concessions 11-28-11

II. REVIEW OF 2011 GOALS

1. Participate in Master Plan Process (continuation) – considered 7-25-11 and 9-26-11
2. Measure WW implementation (continuation) – considered 5-23-11
3. Community Relations Plan (continuation) – considered 2-28-11
4. Review and comment on a progress report on Measure CC, including geographic allocation of funds every other year (due in 2011) – considered 4-25-11
5. Review Volunteer Program every other year (due in 2011) – considered 9-26-11
6. Review and comment on the District's process and guidelines for special uses and concessions (2010 goal not met) – considered 11-28-11
7. Park Residence Policy (2010 goal not met) – **Goal not met**
8. Reservations Process (2010 goal not met) – considered 4-25-11
9. Pleasanton Ridge Land Use Plan (2010 goal not met) – considered 1-24-11
10. Green Transportation Update (NEW) – considered 10-24-11
11. Healthy Parks and Trails / Healthy People (NEW) – considered 3-28-11
12. Interpretative and Recreation Services Update (NEW) – considered 6-27-11
13. San Francisco PUC Dam project and impacts on Sunol Review (NEW) – considered 3-28-11

III. PROPOSED 2012 GOALS

1. Participate in Master Plan Process (continuation)
2. Measure WW implementation (continuation)
3. Community Relations Plan (continuation)
4. Ordinance 38 update (continuation)
5. Green Transportation Update (continuation)
6. Healthy Parks, Healthy People Update (continuation)
7. Interpretative and Community Outreach Update (continuation)
8. Fuels Management Plan Update (continuation)
9. Garin Land Use Plan (2011 goal not met)
10. Kids Challenge Update (NEW)
11. ParkView Update (NEW)
12. Ethnic Media and Outreach (NEW)
13. ADA Update – practical applications and engineering activity (NEW)
14. East Contra Costa Habitat Conservation Plan Update (NEW)

**DATE:** November 14, 2011

TO: Board Executive Committee

FROM: Robert Doyle, General Manager

**STAFF REPORT
PREPARED BY:** Dave Collins, AGM, Finance and Management Services

SUBJECT: Background Information for the November 23
Board Executive Committee Meeting

ITEM 2: Renewal of Consulting Contract with Strategy Research Institute

Dave Collins, Assistant General Manager, will make a presentation on this agenda item.

BACKGROUND

Strategy Research Institute (SRI), headed by Dr. George Manross has, for several years, been retained by the District to develop surveys, conduct research, consult with staff on policy-level decisions, and assist with development of informational materials related to District-sponsored elections seeking voter support for funding measures.

In 2011, Dr. Manross completed:

- Both the random sample and on-line Master Plan surveys, which also included establishing a valid means to correlate and confirm results of these different survey techniques for this, and future, surveys.
- Provided staff with analytic data in support of the District's *Healthy Parks, Healthy People* initiative.
- Worked with staff on the GIS mapping of opinion data.
- Conducted a post-election Prop 21 voter survey to assist with the District's position on future State Park funding.
- Provided a summary of the trends and patterns of the surveyed public support of the District since 1988.

In 2012, staff intends to use the services of Dr. Manross for:

- Continued assistance with the Master Plan Update process and the *Healthy Parks, Healthy People* project.
- Continuing to integrate GIS and opinion survey data for park planning, legislative, and community purposes.
- An update of the Economic analysis with EPS on the economic benefit of Parks in the community for use with legislators, and potential donors including the Foundation.
- Election-year analysis of the community support for initiatives that may affect the District.
- Mid-term Measure CC review to begin planning for renewal of the measure.

The District has benefitted from an annual agreement with SRI by having Dr. Manross available on an as-needed basis without limit to his or his staff's time. In deference to the current economic climate and no known (as of this date) District initiatives planned for the ballot, it is recommended that the 2012 contract be reduced by 10% to \$59,400 for the year.

RECOMMENDATION

Staff recommends that the Board Executive Committee approve the renewal of the SRI consulting contract for a one-year period, and to forward this item to the full Board for favorable consideration.



DATE: November 4, 2011

TO: Board Executive Committee

FROM: Robert Doyle, General Manager

STAFF REPORT PREPARED BY: Everett James, Park Planner

SUBJECT: Background Information for the November 23, 2011 Board Executive Committee Meeting

ITEM 3: Recommendation to Name the Interpretive Center at Big Break Regional Shoreline the "Big Break Regional Science Center"

Everett James, Park Planner, will make a presentation on this agenda item.

BACKGROUND

The Design and Construction Department has requested that the Planning Department initiate the naming process for the new interpretive center, currently under construction at Big Break Regional Shoreline, under the East Bay Regional Park District's Naming Policy. (See attached location map and Park District Naming Policy)

The currently unnamed 5,000 square foot building is scheduled to open in 2012. It has been designed to support the provision of interpretive programming and exhibits highlighting the park's historical and archaeological resources, as well as scientific research programs available to local school groups. During early park planning stages of the Lauritzen site at Big Break Regional Shoreline, the "Delta Science Center" was often used as an informal working title to refer to the planned interpretive center. However, staff is recommending naming the facility the "Big Break Regional Science Center" in anticipation of its opening and the need to identify it as a feature of Big Break Regional Shoreline Park that is owned and operated by the Park District.

Staff recommends that, due to the location of the facility at Big Break Regional Shoreline and the contributions it will make through the provision of interpretive programming and scientific research, naming the facility "Big Break Regional Science Center" is appropriate according to the Park District's Naming Policy.

RECOMMENDATION

The Planning Department has reviewed this proposal and requests that the Board Executive Committee forward a favorable recommendation of the proposed name--*Big Break Regional Science Center*--to the PAC and Board of Directors for consideration under the Park District's Naming Policy.

Attachments: (A) EBRPD Naming Policy; and (B) Site Location Map

**East Bay Regional Park District
Naming Policy
Resolution No. 2004-04-73 (Adopted on 4/20/04)**

The East Bay Regional Park District Board of Directors is responsible for the naming and renaming of Regional Parks¹, trails, features, areas, and facilities. Proposals for naming and/or renaming may come from any source including Board members, staff, volunteers, organizations and individuals.

The procedure for the naming of a Regional Parks, trails, features, areas and facilities began with the District's establishment in 1934. Naming is a way to remember shared history, to identify local natural resources and to honor individuals. Naming is also a useful way to help park users interpret parkland resources and to orient themselves while visiting the Regional Parks.

Recognition naming after persons living or deceased may be allowed in special cases. The District's preference is to express appreciation for contributions through awards, events, tributes, publicity, commemorative items, mementos and letters of appreciation. The number of features and facilities within EBRPD that may be named is finite. The decision not to accept a naming proposal does not diminish the significance of public service or the gratitude of the District to those who have contributed service or monetary donations.

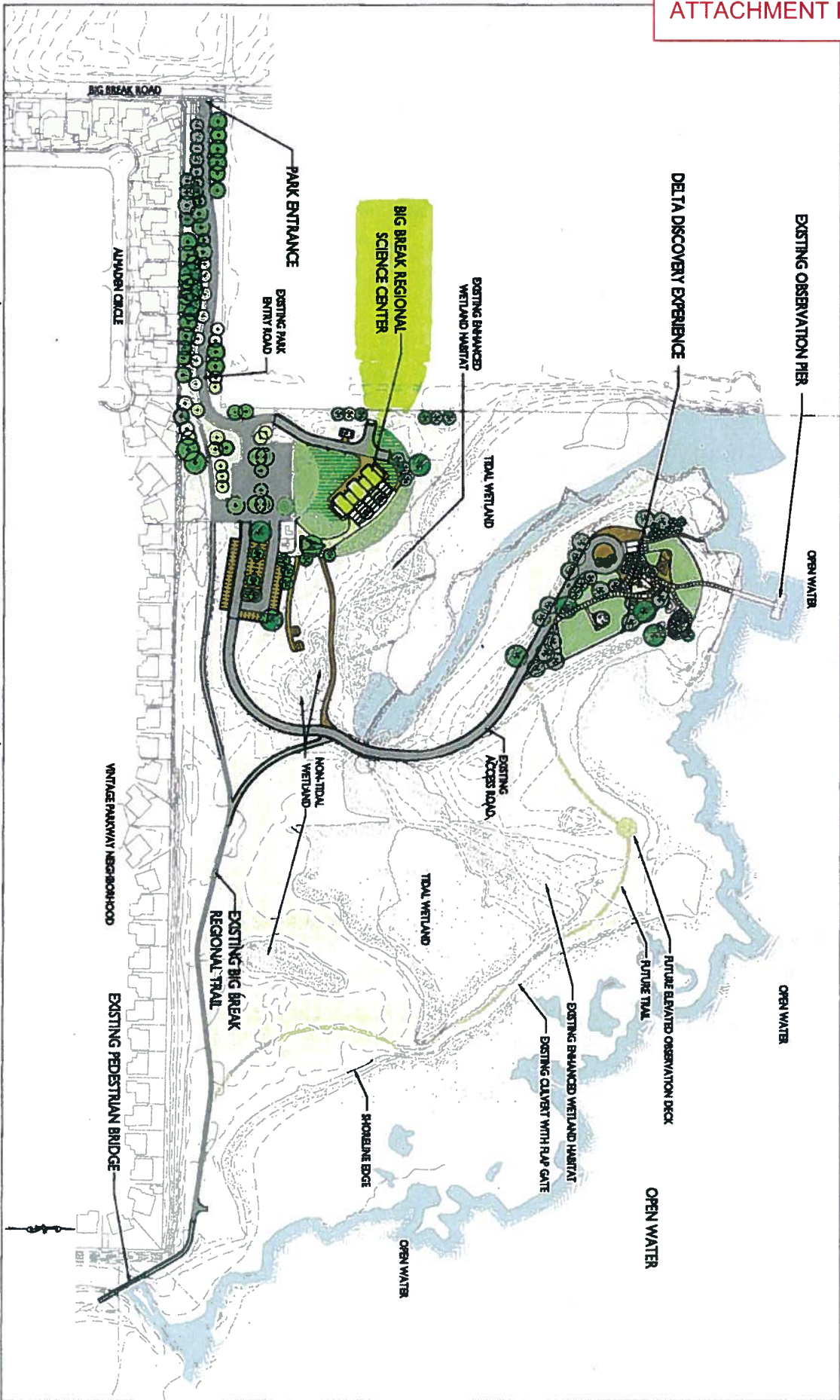
Naming Policy

Regional Parks, trails, features, areas and facilities will be named after natural features such as plant and animal life, geographic, topographic or paleontological features, or for cultural features such as archaeological and historic artifacts, historic persons, families or events. Existing historically related names shall be respected.

Naming in recognition of persons living or deceased may be allowed only in special cases, and will be considered for substantial or outstanding contributions of service, property or funds to the public good of the East Bay Regional Park District, East Bay Region, Bay Area, State, or Nation. The East Bay Regional Park District is not a venue for corporate or personal advertising. Corporate names will not be considered for Regional Parks or significant geographic features, but in special cases, may be considered for facility or area names.

Staff will maintain guidelines which will include more specific criteria for eligibility and procedure. The EBRPD Board of Directors always maintains flexibility interpreting the policy, and shall have final authority to name parkland features and facilities as it deems appropriate.

¹ All parkland classifications including Regional Trails



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APPROVED	DATE	BY
	4/28/11	DAVID W. HARRIS

OVERALL SITE PLAN
BIG BREAK REGIONAL SHORELINE
 Big Break Regional Science Center
 Project No. 08-11-03

CONTRACT NO. 08-11-03
 SHEET NO. 1
 OF 1